

**Minneapolis Clean Energy Partnership**  
**CEP BOARD MEETING**  
Minneapolis Central Library, Doty Board Room  
Wednesday, May 29, 2015  
9:00 – 11:00 a.m.

**Meeting #2 Notes**

**Board members present:** Mayor Betsy Hodges, Council Member Elizabeth Glidden, Council Member Cam Gordon (alternate for Council Member Kevin Reich), Spencer Cronk, Joe Vortherms and Jeff Daughtery from CenterPoint Energy, Laura McCarten and Lee Gabler from Xcel Energy

**Board members excused:** Council Member Kevin Reich

**EVAC members present:** Ross Abbey, Louis Alemayehu, Trevor Drake, Matt Kazinka, Co-Chair Jamez Staples, Co-Chair Billy Weber

**Guests:** Karina Martin, Timothy DenHerder-Thomas, Marcus Mills, Jenny Edwards, Lee Samelson, Sarah McKenzie, Riley Curran, Joe Sullivan, Laurelyn Sandkamp, Ben Hecker

**Planning Team present:** Bridget Dockter, Robin Garwood, Nick Mark, Kelly Muellman, Gayle Prest, Brendon Slotterback, Al Swintek, Stephanie Zawistowski

**Welcome and Introductions**

Mayor Betsy Hodges called the meeting to order at 9:11 a.m., and invited board members and guests to introduce themselves.

**Recognition of EVAC Members and Chairs** [[Attachment A](#)]

Mayor Hodges offered a special thank you to the Energy Vision Advisory Committee (EVAC) members, some of whom were present, and particularly thanked co-chairs Jamez Staples and Billy Weber.

**Review of EVAC Feedback Process for 2015-2016 Work Plan**

Bridget McLaughlin Dockter, Clean Energy Partnership Manager for Xcel Energy, reviewed the progress and process of the EVAC and Planning Team. She offered special thanks to EVAC members for their efforts, interest, and significant amount of time spent in offering feedback and thoughtful questions, while working under a very compressed timeline.

At EVAC Meeting #1, the committee discussed the committee structure, reviewed potential work plan items, and the co-chair role. The CEP Board appointed one co-chair, Billy Weber; EVAC members were to appoint the second co-chair. Between Meeting #1 and Meeting #2, EVAC members were asked to complete a survey and prioritize potential work plan items, provide specific recommendations on those work plan items, and recommend new concepts. They were asked to consider the best role of the CEP in relation to the item, any elements that were missing

from the program design, what challenges might face the concept and how they could be overcome.

At EVAC Meeting #2, the second co-chair, Jamez Staples, was elected. EVAC members who had recommended a new concept were asked to present and describe it to the group, and small groups were formed to further discuss the concepts and develop initiatives. There was a requirement that any concept to be considered must have the support and interest of at least three people. Three concepts were forwarded for further discussion:

- A residential multi-family energy disclosure – at the time of sale or rental, landlord or owner must disclose their energy consumption or usage
- Small business energy coach – working with small businesses, providing coaching and training on how to implement energy efficiency and renewable energy projects
- Thermal imaging flyover – infrared flyover to help identify energy leaks in buildings

EVAC members were asked to perform a forced prioritization ranking of the potential work plan items, which included the initial list plus the three new concepts. After reviewing the ranking, the Planning Team found that some of the items are tactics to accomplish some of the programs, i.e. expanded community engagement or energy efficiency financing can be used to further the multi-family energy efficiency program.

Three common themes were identified by EVAC feedback as priorities for the initial work plan to expand performance:

- Engage the community and stakeholders
- Access to data and information will help identify gaps and educate
- Leverage policy development, e.g. energy disclosure may be required by a city initiative

Recommendations of EVAC and the Planning Team are to:

- Prioritize work in the residential 1-4, multi-family and large commercial segments
- Include two of the three new EVAC work plan initiatives: small business energy efficiency coaching program, and the residential/multi-family energy disclosure program (Thermal imaging flyover is not being recommended for inclusion at this point. It scored lower on the list of priorities, the Planning Team has limited resources, and there are privacy concerns.)

The work plan document [[Attachment B](#)] submitted to the Board for approval includes:

- Appendix A – Original List of Potential Work Plan Items
- Appendix B – Summary of EVAC Survey Results
- Appendix C – Summary of EVAC Discussion on Potential Additional Work Plan Items
- Appendix D – Link to all Survey Responses from EVAC Members [<http://bit.ly/1Szn6c4>]

Mayor Hodges again thanked EVAC for their hard work. As evident from the process, a lot was asked in a very short time frame. The feedback received was useful and informed the recommendations of the Planning Team. She then invited Al Swintek to review the EVAC applicant selection process.

Al Swintek, Manager of Local Government Relations for CenterPoint Energy, said that at the February 4 CEP Board meeting the Planning Team was directed by the Board to solicit applications and encourage people to apply for EVAC. Based on that directive a call for applications was sent out through a variety of ways – including the city’s website, and various organizations and neighborhood associations that would potentially have an interest – asking them to forward it on to other organizations. More than 85 applications were received, representing a wide variety of interests, organizations, and different groups (including students, energy experts, advocacy groups, building owners). The Planning Team, to ensure a broad and diverse representation on EVAC, considered market segment, geographic area, background and expertise of the applicants. They narrowed it down to a list of 15 recommended candidates which was submitted to the CEP Board, along with all of the applications received, for consideration. Mayor Hodges called the question, and by email voting the 15 recommended EVAC members were unanimously approved. Mr. Swintek invited EVAC members present to stand and be recognized; enthusiastic applause ensued.

At the conclusion of Mr. Swintek’s report, Mayor Hodges reiterated that people can still provide feedback by contacting elected officials, members of the CEP Board and EVAC, and on the CEP website, where all materials are posted. Feedback is ongoing and welcome.

### **Introduction of 2015-2016 CEP Work Plan and Discussion**

Brendon Slotterback, Sustainability Program Coordinator for the City of Minneapolis, reviewed the proposed Work Plan being submitted for approval. The Planning Team created an organizational framework around goals, strategies and segments. Basic goals are to increase energy efficiency, increase the use of renewable energy, and develop strong city-utility collaboration, all under the framework of reducing greenhouse gas emissions, thus achieving the city’s climate goals. This will be accomplished through the lens of ways to advance equity and environmental benefits through the work of this partnership.

In discussions with EVAC and among Planning Team members, three important strategies emerged that can be used throughout any of the segments:

- Community and stakeholder engagement – using utility programs already in place, going above and beyond them to provide access to them
- Data and information – understanding who is currently being served by programs, who is underserved, and which programs are most effective
- Policy levers – combining resources of the utilities (programming, energy-efficiency, dollars, technical expertise) and the city (communication channels, stakeholder connections, connections to community, regulatory)

The term “segments” is used to define the type of customer that will be targeted: residential 1-4 units, multi-family, small commercial, large commercial, and city enterprise. A question was asked about the separation of “residential 1-4 units” and “multi-family.” Brendon said this followed a natural break that occurs in utility programs, i.e. some programs specifically target 1-4 units and other programs target 5-plus units.

In terms of enhancing and coordinating community engagement, Brendon said that the two-year work plan wants to identify new and effective strategies to drive participation in those programs.

It involves many of the segments, specifically residential – both multi-family and 1-4 units – and commercial. The approach taken will vary by segment, and by geographies or communities that have been well-served or underserved, addressing the gaps. EVAC will continue to be engaged to generate ideas and offer feedback. The Planning Team will then return to the CEP Board with more details about specific strategies. Long-term engagement for the Partnership means moving beyond historic levels of participation in energy efficiency and renewable energy programs.

Regarding data access program participation, the Planning Team wants to understand how current programs are serving people in Minneapolis. It is key to identifying effective engagement strategies and to providing annual updates and progress reports to the CEP Board. Metrics could involve counts of participants/buildings based on geography, or it could involve a percent of eligible people/units served, looking at energy usage and emissions data.

Policy levers involve leveraging the power of utility programs as well as city levers such as communication networks and regulatory options. Utilities will be engaged, but throughout the organization the city needs to consider strategies to drive participation in these programs.

Referencing a graphic on page 21 in the [PPT presentation](#), Brendon pointed out that the list of strategies is similar to what has been presented previously but it has been reorganized. Some of the approaches are common across the board or to more than one strategy, i.e. data analysis and engagement. Others are specific to a single strategy or type of building. Items in red (i.e., transparency in energy usage; small business engagement and outreach, incorporating work in progress on the Lake Street Corridor through Xcel's Partners in Energy program) highlight EVAC recommendations that were not on the previous list. Bridget added that one reason that the utilities are interested in the small business sector is that it has been historically more challenging. It is easier to reach out to large customers since account managers work directly with them, and to residents.

In the large commercial buildings segment, the city has already explored regulatory levers to bring transparency to the marketplace and connect directly with buildings that are the largest energy users and contributors to green house gas emissions. Later this Fall the city will be looking at ways to recognize and challenge the best performers in the city, and connect people with resources.

The city enterprise-initiatives generally ranked lower than the community facing initiatives. It has been kept in the work plan even though many are ongoing; the city has already engaged them or they involve programs that the utilities have already planned to roll out, i.e. Xcel replacing streetlights. The Planning Team will not be spending a lot of time on this segment.

Bringing it back to the [timeline](#), Brendon highlighted goals for 2015 and 2016. The Planning Team, working with EVAC, will immediately start looking at program participation data collection, laying the groundwork for determining metrics and designing engagement processes. The Public Utilities Commission is currently setting standards for sharing data with noncustomers by utilities, but the Planning Team will look at what is available now and refine it on an ongoing basis. Related to that is an analysis of gaps and where community engagement strategies might be targeted. Starting in Quarter 4 2015 through Quarter 3 2016, they will

develop initiatives and design engagement strategies, i.e. door knocking, working with community organizations, new technology-based solutions. Implementation will vary by program, with large commercial buildings outreach beginning this Fall and residential segments in early 2016.

The Planning Team will be tracking progress to report back to EVAC and the CEP Board, which will receive quarterly updates indicating red-green-yellow progress on each item in the work plan. Additionally, the CEP Board has asked for an annual report. Since that report will coincide with utility reporting on program participation, it will be presented at the second quarter meeting of the CEP Board.

Working with EVAC, metrics development will begin by the end of this year. The Planning Team came up with some initial suggested metrics [full list on [Work Plan](#), Pages 17-18], specifically looking at climate goals. These include greenhouse gas emissions by customer type and activity, energy usage, specific current program counts and conversion rates, and renewable energy. The Planning Team will identify what kind of data they would like, and ask for assistance from the city and utilities if they are unable to get that data due to resources, time or local/state regulatory challenges.

As program designs are developed, the Planning Team will come back to the CEP Board for feedback on key decision points. There will be discussion about the resources needed from the city, utility or otherwise. The Planning Team will also be connecting with external resources, i.e. the State of Minnesota's Conservation Applied Research and Development (CARD) grant, specific research projects jointly with the State, funding by nonprofits.

To recap, the next steps for the Planning Team are:

- Begin program participation data collection and analysis
- Engage EVAC members in a discussion of suggested metrics for tracking progress
- Quarterly and annual updates on progress and decision points with CEP Board
- Next CEP Board meeting has been tentatively scheduled for September 9

Mayor Hodges asked if there were any specific questions on the material presented.

Jeff Daughtery, Director, Regulatory Affairs with CenterPoint Energy, asked how feasible it would be for the Planning Team to quickly roll out the Work Plan so there would be something tangible to evaluate in 2016. Specifically, are we better off identifying and implementing the top three or four items as opposed to tackling fifteen or twenty things, diluting the ability to deliver? The utilities will be submitting their tri-annual plans in June 2016, and it would be helpful to include this information. To clarify tri-annual plans, public utilities in the State of Minnesota are required to file with the Department of Commerce a very extensive conservation plan on programs, approved budgets and established goals. Brendon said the Planning Team considered its capacity but did not determine the level of effort of each item in the timeline. For example, for the commercial building segment resources are in place to move forward without much new effort. A priority in the first two years would be to develop the engagement strategy for residential buildings, 1-4 units and multi-family. Bridget agreed, and added that EVAC members

would use their expertise in developing this engagement strategy. Other CEP Board members affirmed that this was a priority, recognizing that not everything will be achieved but focus should be on what has the greatest level of opportunity.

Joe Vortherms, Vice President of Regional Operations for CenterPoint Energy, asked about resources for this first-in-the-nation initiative, wondering if state or federal funding might be available for specific programs, i.e. low-interest financing, to assist in achieving some of the goals. Brendon answered that it will always be a priority of the Planning Team to identify additional funding options. The CARD grant is an example of a state resource. More research would have to be done on the availability of federal funds. Mayor Hodges added that the city is in partnership with President Obama and the White House as a climate action champion which gives Minneapolis preference points on grant opportunities that do become available.

Council Member Glidden wondered about two “filters” to the information presented: some items on the list may require more or less effort depending on whether or not they are already an existing program vs. newly-developed programs. Would a schema (low-medium-high level of effort) be helpful in understanding the list and moving this forward at the expected timeline? Also, what might be the level of impact of each item on the overall greenhouse gas emissions question, and how might that influence how the Planning Team, EVAC and the CEP Board prioritize the items? Brendon said this has been discussed. The Planning Team has a fairly good idea about the level of effort for each item, but needs to do a better job showing the CEP Board its screening criteria and providing greater detail. In a general sense some of the city enterprise initiatives are on a track. Some of the commercial building items are on a track, but will require additional effort around community engagement and program participation data.

Council Member Glidden also wondered about the policy development piece, stating that it’s not just about engagement, but adding the proper policy levers are important as well in moving items forward. Brendon thanked Council Member Glidden for bringing up that important piece. He said that commercial buildings are the major source of greenhouse gas emissions, accounting for just under fifty percent citywide, so focus on that segment will continue. Residential is the next largest sector; multi-family housing is about fifty percent of the units in the city so addressing that sector is another huge priority. Transportation comes next and, although it is not addressed in the initial work plan, we could in the future address interconnections between the energy utility and transportation systems.

As the Planning Team engages EVAC on the metrics discussion, they were reminded by Spencer Cronk, City Coordinator, about the importance of establishing targets and goals, and developing a framework for achieving them.

Council Member Gordon, acknowledging the great work done by the Planning Team and EVAC, pointed out that the Planning Team is not the implementers of the two year plan. It is the responsibility of the CEP Board to implement the plan, and the work plan will inform and direct their efforts. He added that he is excited to see residential 1-4 unit and multi-family, along with small commercial, being specifically addressed. He pointed to the recent success on the Lake Street project and said they can begin looking to other areas of the city where they can apply it sooner. Regarding city enterprise, he mentioned release of an RFP for subscriptions to

community solar gardens and/or other renewable energy projects. He encouraged the cities and utilities to be open-minded with infrastructure plans. Council Member Gordon believes the timeline looks too slow, with a lot of time spent on research and engaging.

For the purpose of continuing the discussion, Mayor Hodges asked for a motion to approve the work plan. It was **MOVED** and **SECONDED** that the work plan be approved.

Discussion continued around the importance of documenting the work and research that has been put into the work plan, which gives the CEP Board a good discipline and structure to execute it. Laura McCarten, Vice President, NSP MN, Xcel Energy, suggested that something more condensed to tell the story about the work plan would be useful for community outreach, and to help get funding and recognition. Bridget said the Planning Team has discussed having a one-pager for regulators and specific outreach, and an even more condensed version for community-based outreach focused on individual initiatives.

The difficulty of establishing good metrics was addressed. Any organization using particular metrics that might be helpful in tracking progress toward specific goals or trends are encouraged to forward that information to the Planning Team. The work plan is an initial step in building the effort, which will not be accomplished in two years but will be perpetual.

Mr. Vortherms asked if the Planning Team had established a formal communications plan (what has been accomplished so far, what the goals are, successes achieved). Bridget said the Planning Team has had many conversations about “Snippets.” The Planning Team acknowledges that there must be some structured documentation, the work plan being one of them, to provide a consistent message. Council Member Gordon added that the city and utilities have people with expertise in communications, and the Planning Team should reach out to them for their assistance. Bridget said that communication teams from all three organizations have been working together on joint press releases and co-branding pieces, and they will continue to work with them on other communications.

Regarding development of community engagement tools, Lee Gabler, Director, DSM & Renewable Operations for Xcel Energy, reminded the Project Team and EVAC to consider the significant amount of trade that operates across the city. This is a very influential group; they influence what decisions are being made by customers.

After calling for further discussion, and seeing none, Mayor Hodges referenced the motion on the table to adopt the 2015-2016 Work Plan. Motion **CARRIED**.

Mayor Hodges called for a motion to direct the Planning Team to continue working with EVAC to develop recommended metrics for annual reporting. It was **MOVED** and **SECONDED** that this motion be approved. No discussion. Motion **CARRIED**.

Mayor Hodges called for a motion to direct the Planning Team to provide an Annual Report on Work Plan outcomes in Quarter 2 of 2016. It was **MOVED** and **SECONDED** that this motion be approved. No discussion. Motion **CARRIED**.

## **Announcements and Adjournment**

Council Member Glidden: There will be a Clean Energy Partnership Forum: Community Discussion with Elizabeth Glidden, organized by Community Power, on Tuesday, June 16, 2015 at 06:00 PM. (Lyndale Elementary, 312 West 34th St, Minneapolis, MN 55408.) The topic will be engagement around the Clean Energy Partnership and other related initiatives. Council Member Glidden was asked to email the invitation to the CEP Board, Planning Team and EVAC members.

Laura McCarten: The City of Minneapolis and Xcel Energy, who have been working together on the Data Accelerator Project under the auspices of the DOE program, have been recognized by the White House for their efforts. Brendon added that the work Xcel is doing on this tool will make it much easier for large commercial buildings to access and aggregate data to do benchmarking.

Mayor Hodges: The American Council for an Energy-Efficient Economy has a city energy efficiency scorecard. Minneapolis was ranked number seven on a list of the fifty-one most energy-efficient cities, and was one of the most-improved.

Jeff Daugherty: Having long held responsibility for energy efficiency programs at CenterPoint Energy, one of his frustrations has been the multi-family segment. Working with Xcel Energy and community groups, and looking at best practices around the country, they have developed a pilot multi-family program which has been approved by the State of Minnesota Department of Commerce.

The meeting was adjourned at 10:33 a.m.

*This constitutes my understanding of items discussed and decisions reached.  
If there are any omissions or discrepancies, please notify the author in writing.*

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